



ISSN 2230-7850

Certificate

Impact Factor 2.1506 (UIF)
RNI: MAHMUL 2011/38595

Indian Streams Research Journal

International Recognize Multidisciplinary Research Journal

This is to certify that our Editorial, Advisory, and Review Board Accepted Research Paper of **Mohammad Nasrollahniya and Mostafa Soleymannezhad** Topic:- **An Empirical Study Of Information Technology And Environment Turbulences For Competitive Advantages With Special Reference To Insurance Industry** College: **Mysore University**. The Research paper is Original & Innovative it is Done Double Blind Peer Reviewed. Your Article is Published in The Month of **Nov** Year **2014**.



Laxmi Book Publication
258/34, Raviwar Peth, Solapur-413005,
Maharashtra, India
Contact Detail: +91-0217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net

Authorised Signature



H.N. Jagtap
Editor-in-Chief

Author's Profile



Mohammad Nasrollahniya
Mysore

Present Designation: MBA., Ph.D., Mysore University.
Education: MBA., Ph.D.

Short Profile :
• Mohammad Nasrollahniya is completed MBA., Ph.D., Mysore University.

Contact Us:
Laxmi Book Publication
258/34m Raviwar Peth, Solapur-413005 India
Contact: +91-217-2372010 / 9595-359-435
e-Mail: ayisrj2011@gmail.com
Website: www.isrj.net

Authorized Signature

Rajani Kota
Review Editor



Article Review Report

Indian Streams Research Journal

International Recognition Multidisciplinary Research Journal
DOI Prefix : 10.9780
Journal DOI : 10.9780/22307850



ISSN 2230-7850
Impact Factor : 2.1506 (UIF)

ORIGINAL ARTICLE	Your Article QR Code
Received : 15 th Oct. 2014,	Published: 1 st Nov.2014



See your article on Mobile

Vol. - IV, Issue - X, November. 2014

AN EMPIRICAL STUDY OF INFORMATION TECHNOLOGY AND ENVIRONMENT TURBULENCES FOR COMPETITIVE ADVANTAGES WITH SPECIAL REFERENCE TO INSURANCE INDUSTRY



==::Your article is deposited in::=					DRJI (India)
GO ARTICLE (United States)	DOAJ (Sweden)	ZOTERO (United States)	GOOGLE SCHOLAR (United States)	CITULIKE (United States)	MY NET RESEARCH (United States)
DIGG (United States)	MENDELEY (United Kingdom)	DELECIIOUS (United States)	FIGSHARE (United States)	ENDNOTE (Ireland)	Easybib.Com (United States)

Correspondence to,
Mohammad Nasrollahniya and Mostafa Soleymannezhad

MBA., Ph.D., Mysore University.

ABSTRACT:

Organizations for Survival require the effective use of information and decision technologies to gather, manage, and exploit knowledge. There is growing use of information technology (IT) for better management decisions in insurance industry. The present study attempted to investigate the importance of IT and environment turbulence (ET) on organization's competitive advantages. Drawing on literatures, it was hypothesized that IT was major source of competitive advantage.

Abstract Report: The Title Accurately Said The Study was About.

INTRODUCTION:

The use of IT to make better management decisions is becoming more prevalent in organizations of different industries, especially in insurance industry. The lack of empirical research on why IT is important makes the rationale to invest in IT weak, especially when researches show inconsistent returns on investment in IT. In the present study, based on the gaps found, an attempt will be made to assess and answer the problems of why IT is critical in business regarding to competitive advantages and how IT interacts with other business resources in order to create strategic values.

Introduction Report: This Article Include Full Introduction, Methods, Results & Introduction Section.

METHODS & MATERIALS:

Summarized research methodology is shown in Table 2.

Methods & Materials Report: Tables/Boxes/Diagram & Images are Used to Explain Specific Points or Background Information. Figures That The Plotted Parameters are Clearly Mentioned.

CONCLUSION:

IT helps to increase strategic values in life insurance companies. Effective use of a specific information system can be a source of strategic differentiation by responding to opportunities and threats. IT's are critical components need to be carefully built, and their flexibility and uses have strategic impacts on strategic performances of life insurance companies. The moderating effects of ET become more turbulent, the strategic role of IT will become even more prominent.

Conclusion Report: The Text is Rounded off with a Conclusion that Discusses the Implication of The Findings & Ideas Discussed & Their Impact on Future Research Direction.

REFERENCES:

- Akkermans, H. A., Bogerd, P., Yucesan, E., & Van Wassenhove, L.N. (2003). The Impact of ERP on Supply Chain Management: Exploratory Findings from a European Delphi Study. *European Journal of Operational Research* (146:2), pp. 284 – 301.
- Barney, J. (1991). Firm Resources and Sustained Competitive Advantage. *Journal of Management* (17:1), pp. 99 – 120.
- Bhatt, G. D., & Emdad, A. F. (2013). An empirical examination of the relationship between information technology infrastructure, customer focus, and business advantages. *Journal of Systems and Information Technology*, 12(1), 4 – 16.
- Bush, A. A., Tiwana, A. & Rai, A. (2010). Complementarities between Products Design Modularity and Information Technology Infrastructure Flexibility in Information Technology – Enabled Supply Chains. *IEEE Transactions on Engineering Management* (57:2), pp. 240 – 254.
- Dai, Q., Kauffman, R. J., & March, S. T. (2009). Valuing information technology infrastructures: a growth options approach. *Information Technology and Management*, 8(1), pp. 1 – 17.
- Dess, G. G., & Beard, D. W. (1984). Dimensions of Organizational Task Environments. *Administrative Science Quarterly* (29:1), pp. 52 – 73.

Reference Report: There are Places where the Author Mohammad Nasrollahniya and Mostafa Soleymannezhad Need to Cite a Reference, but Have Not

SUMMARY OF ARTICLE

	Very High	High	Average	Low	Very Low
1. Interest of the topic to the readers	✓				
2. Originally & Novelty of the ideas	✓				
3. Importance of the proposed ideas		✓			
4. Timelines		✓			
5. Sufficient information to support the assertions made & conclusion drawn					
6. Quality of writing(Organization, Clarity, Accuracy Grammer)	✓				
7. References & Citation(Up-to-date, Appropriate Sufficient)			✓		

This Article is Innovative & Original, No Plagiarism Detected

FUTURE RESEARCH SUGGESTIONS

This Article can expand further research for MINOR/MAJOR Research Project at UGC

POST PUBLICATION:

Your article is published on following sites...you can read it.



Future Research Planning:

1. Career For Faculty (<http://academicprofile.org/Professor/CareerForFaculty.aspx>)
2. Academic Plan (<http://academicprofile.org/Professor/AcademicPlan.aspx>)
3. Regarding Professor Promotion (<http://academicprofile.org/Professor/regardingPromotion.aspx>)
4. Fellowship for Post Doctoral (<http://academicprofile.org/Professor/FellowshipForPD.aspx>)
5. Online Course on Research (<http://onlineresearch.in/Default.aspx>)